

Search Engines News

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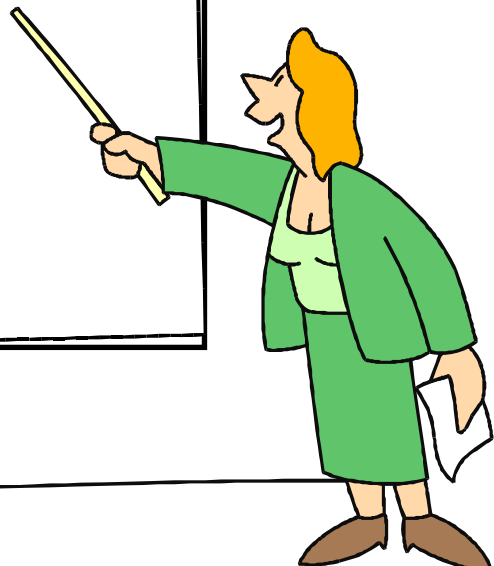
sharont@alum.mit.edu

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Contents

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 - Thumbshots ranking
 - Search relevancy
 - Who powers whom?
- Big ones (Google, Yahoo, MSN)
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 - User Interface
- Upcoming (Exalead, A9, KartOO)



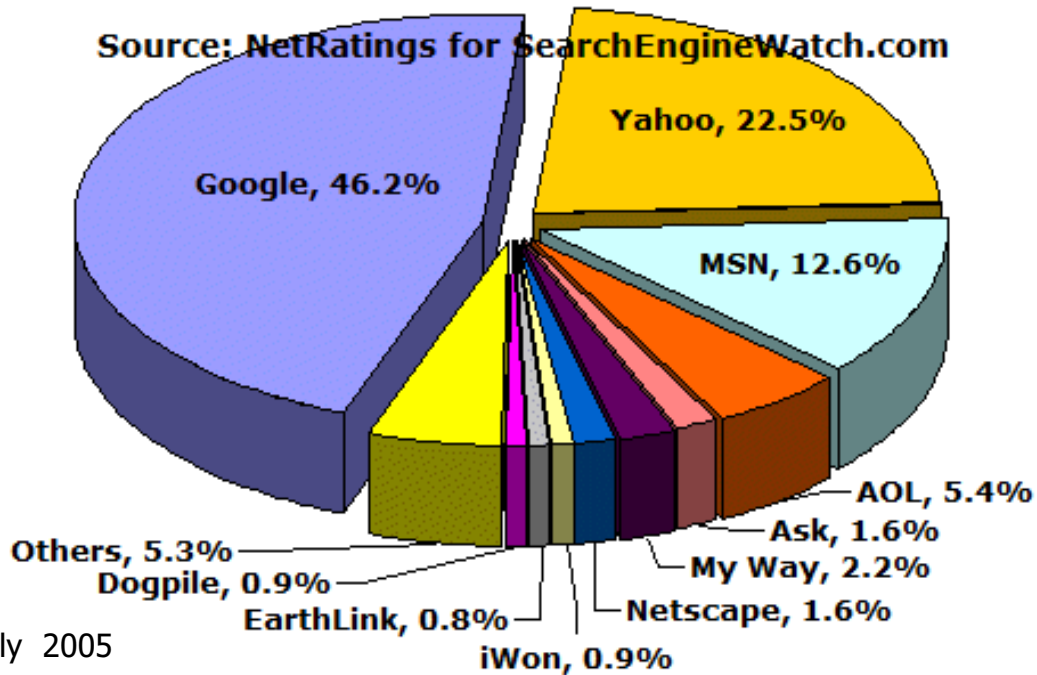
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Distribution of Searches*

Source: NetRatings for SearchEngineWatch.com



July 2005

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* Not including site specific searches



Dogpile's Search Comparison Tool

- Type in a query
- See which results are unique for
 - Google
 - Yahoo!
 - MSN
 - Ask Jeeves
- <http://comparesearchengines.dogpile.com>

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Thumbshots Ranking

- Compares two queries (100 first links)
- Enables selecting different search engines
- <http://ranking.thumbshots.com/>

Thumbshots.com | Thumbshots.org | Thumbshots.net | Research

THUMBSHOT'S RANKING

by Smartdevil

Search: google versus yahoo Rank

Highlight Site: (optional eg. mysite.com) This service requires IE5

alltheweb
altavista
google
msn
teoma
wisenut
yahoo

Due to high traffic, results may not appear. Please try again later.
Support Thumbshots Ranking by [donating or sponsoring](#) on Thumbshots.org.

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Thumbshots Ranking

Thumbshots.com | Thumbshots.org | Thumbshots.net | Research

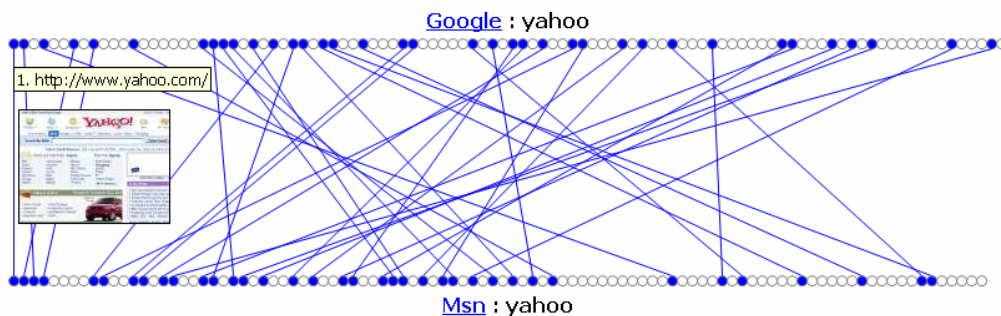
THUMBSHOT'S RANKING

by Smartdevil

Search: yahoo google versus yahoo msn Rank

Highlight Site: (optional eg. mysite.com) This service requires IE5+

Due to high traffic, results may not appear. Please try again later.
Support Thumbshots Ranking by [donating or sponsoring](#) on Thumbshots.org.



High Ranking Poor Ranking

Google (yahoo)	Msn (yahoo)
Overlapping Links: 37 (37%)	Overlapping Links: 37 (38%)
Unique Links: 63 (63%)	Unique Links: 61 (62%)
Total Links: 100	Total Links: 98

Who Powers Whom?

- Major distinct databases:
 - Google
 - Yahoo
 - MSN
 - Teoma/Ask
 - Wisenut, Exalead, etc.
- The rest of the search engines use the **same** databases as the above search engines – different retrieval algorithms, see:
<http://www.ihelpyou.com/search-engine-chart.html>

SE Database Facts

- Google feeds from DMOZ
- Google feeds from Excite, Hotbot, iwon, Netscape and AOL search
- Yahoo! is fed from Inktomi and feeding excite
- AskJeeves is fed from Teoma and Dmoz
- AskJeeves feeds from excite and hotbot
- Directories
 - Yahoo! is not fed from dmoz
 - But almost everyone else is!

Big Search Engines

- Search Services and the Invisible Web
 - Google Blogsearch blogsearch.google.com
 - Google Music Search www.google.com/musicsearch
 - Google Video Search base.google.com
 - Google Base base.google.com (will not demo here)
 - Google search by number (+stocks, movies, etc.)
 - **Yahoo! Shortcuts**
 - And much more....
- User Interface

Google Search By Number

- UPS tracking numbers: 1Z9999W99999999999
- FedEx tracking numbers: 999999999999
- USPS tracking numbers: 9999 9999 9999 9999 9999 99
- Vehicle ID (VIN) numbers: AAAAA999A9AA99999
- UPC codes example: 073333531084
- Telephone area codes: 650
- Patent numbers: patent 5123123
Remember to put the word *patent* before your patent number.



Look up **patent 5123123** in the US Patent Database
patft.uspto.gov



Show map of area code **650**
San Francisco peninsula, California
www.whitepages.com



1. Natural language Questions

- **Yahoo! Shortcuts**
- **Google Q/A**
- **Ask Jeeves**

2. Ajax (Asynchronous JavaScript and XML)

- Google Suggest
- Yahoo! Instant search
- snap.com
- Maps (all)

3. MSN query builder



Yahoo! Shortcuts - Reference

Web | [Images](#) | [Video](#) | [Audio](#) | [Directory](#) | [Local](#) | [News](#) | [Sho](#)

YAHOO! SEARCH

[My Web BETA](#) | [My Search History](#) OFF | [On](#) | [Search Services](#)

Search Results Results 1 - 10 of about 17,600,000 for **population of israel**

World Factbook: Population of Israel is 6,276,883 (July 2005 est.).
[Yahoo! Shortcut - About](#)



- Answers to simple natural language questions
- Examples:
 - Want to know the population of Japan?
 - What currency is used in Algeria?
 - The birthplace of Bono?



Web Images Groups News Froogle Local Desktop [more »](#)

population of israel

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 100 of about 21,400,000 for [population of israel](#). (0.12 seconds)

Israel — Population: 6,276,883

According to <http://www.cia.gov/cia/publications/factbook/rankorder/2119rank.html> - [More sources »](#)



AskJeeves Q/A

- http://www.resourceshelf.com/archives/2003_07_01_resourceshelf_archive.html/#105897690859619316
- **Search Weather (beta)**
[What is the weather in Paris?](#) also:
Weather "city name"
- **Search Pictures**
[Pictures of Mountains](#)
also: Pictures mountains
- **Search News**
[News about George W. Bush](#)
- **Local search tools**
-Zip code (beta)
[90210](#)
[Zip code for Silver Spring](#)
- **Country maps tool**
[Map of Sri Lanka](#)
- **Driving directions tool**
[Driving directions](#)





AskJeeves Q/A

- **Reference tools:**
- **Holidays**
[When is Labor Day?](#)
- **Capitals**
[What is the capital of South Africa?](#)
[What is the capital of Vermont?](#)
- **Translation tool**
[How do I say thank you in Spanish?](#)
- **Dictionary look-up tool**
[What does serendipity mean?](#)
- **Science fair**
[Science fair projects](#)
- **Thesaurus**
[Synonym \(term\)](#)
- **Value of pi**
[Value of pi](#)
- **Acronyms and Abbreviations**
[What does NBA stand for?](#)
- **Popular content shortcuts:**
- **Baby names**
[Baby names](#)
- **Software downloads**
[Download Ad-Aware](#)
- **Movies**
[Movie times](#)
- **Music downloads**
[Download MP3](#)
- **Song lyrics**
[Song lyrics](#)
- **Oscars**
[History of the Oscars](#)
[Who won best actor in 1997?](#)
- **Recipes**
[Recipes for soup](#)



User Interface

1. Natural language Questions
 - Yahoo! Shortcuts
 - Google Q/A
 - Ask Jeeves
2. **Ajax (Asynchronous JavaScript and XML)**
 - **Google Suggest**
 - **Yahoo! Instant search**
 - [snap.com](#)
 - **Maps (all)**
3. MSN query builder



Google Suggest

- As you type – you get query suggestions and number of results per query.



Web Images Groups News Froogle Local Desktop more »

search engine optimization	
search engine optimization	8,010,000 results
search engine submission	5,080,000 results
search engine optimisation	1,330,000 results
search engine marketing	14,200,000 results
search engine ranking	6,550,000 results
search engine watch	9,660,000 results
search engine placement	3,090,000 results
search engine list	19,700,000 results
search engine submit	12,100,000 results
search engine registration	8,340,000 results

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

е, Google will of

ate the results..

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©2005 Google



Yahoo! Instant Search

- As you type your query
- A suggestion from Yahoo! Shortcuts appears



Instant Search BETA

restaurants cambridge ma

Search the Web

Local Results for restaurants near Cambridge - [Map All Results](#)

[Daka Restaurants Lesley Collge](#) - (617) 491-2973 - 45 Oxford St, **Cambridge, MA** - 0.68mi - [map](#)

[S & S Deli Restaurant](#) - ★★★★★ (617) 354-0777 - 1334 **Cambridge St, Cambridge, MA** - 0.31mi

- [map](#)

[Punjabi Dhaba Restaurant](#) - ★★★★★ (617) 547-8272 - 225 Hampshire St, **Cambridge, MA** -

0.25mi - [map](#)

[Yahoo! Shortcut](#) - [About](#)

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Yahoo! Instant Search – cont.

- Or just the first matching website

YAHOO! SEARCH

Instant Search **BETA**

financial

Search the Web

1. [FT.com / Home Europe](#)

... Antonveneta conceded defeat, making it likely that the Dutch **financial** services group will be the first to buy a large ... © Copyright The **Financial** Times Ltd 2005. " ...

news.ft.com/home/europe



User Interface

1. Natural language Questions
 - Yahoo! Shortcuts
 - Google Q/A
 - Ask Jeeves
2. Ajax (Asynchronous JavaScript and XML)
 - Google Suggest
 - Yahoo! Instant search
 - [snap.com](#)
 - Maps (all)
3. **MSN query builder**



MSN Search Builder



Search terms
Site/Domain
Links to
Country/Region
Language
Results ranking

Updated recently Very popular Approximate match

Static Less popular Exact match

Slide the bars to weight these factors. [Learn more.](#)

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Exalead

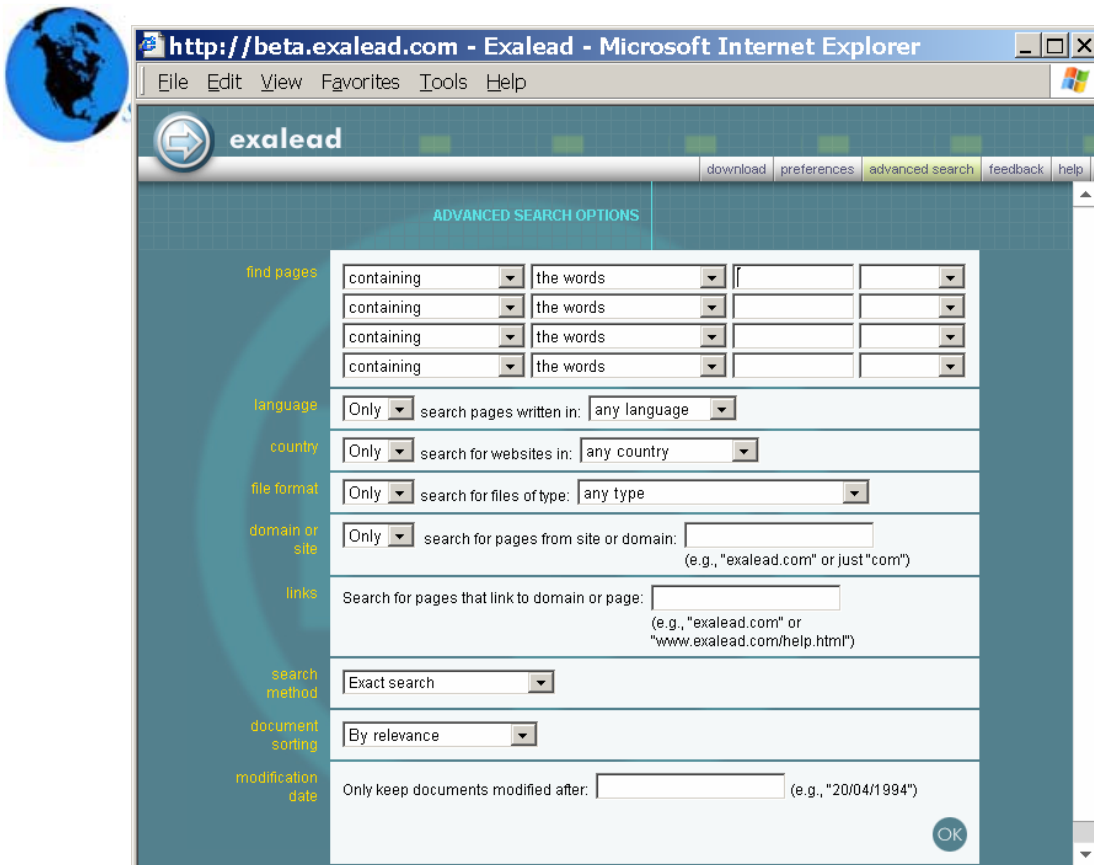
- New Search engine
- Another stand-alone database
- Advanced search features:
 - Words starting with
 - Words at proximity
 - Search method: exact search/automatic word stemming/phonetic search/approximate spelling
 - Document sorting: relevance/oldest/newest
 - Modification date: simply write date!!!!

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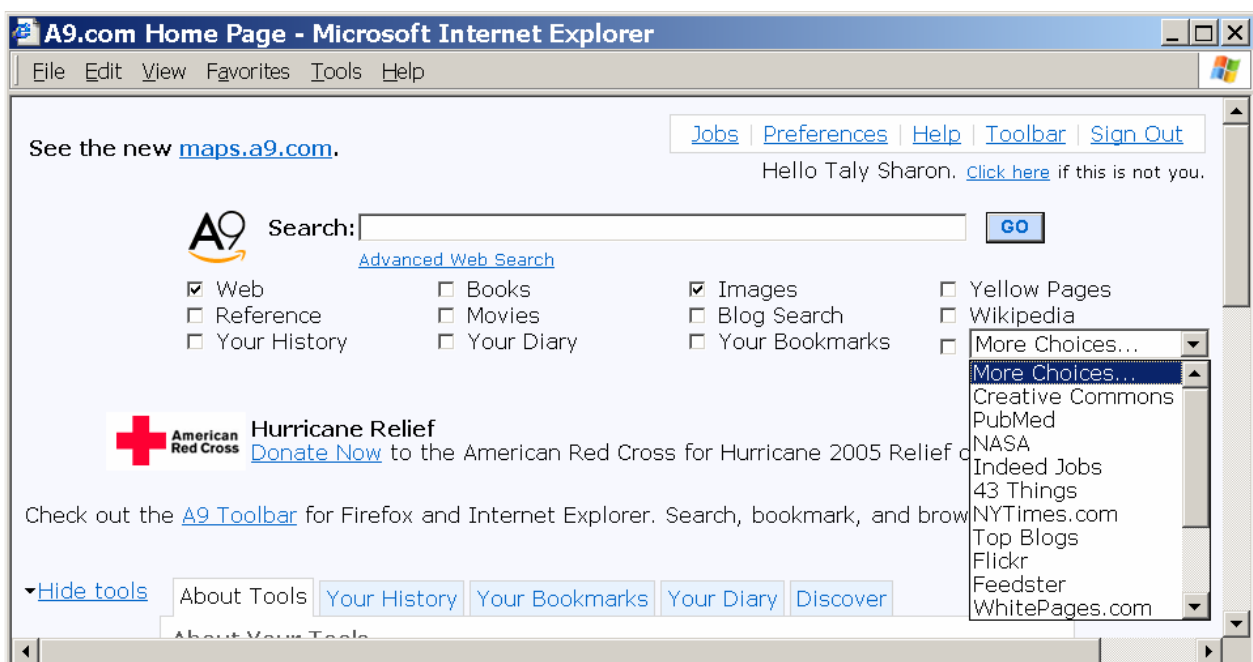
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Exalead cont.

- Preferences – instant page translation
- Filters/refinements:
 - Related terms
 - Related categories (DMOZ)
 - Web site location
 - Document type (PDF/TXT/DOC/PPT)
 - Result presentation (documents/documents+thumbnails/thumbnails)
 - Preview



- Great UI
- Searches also books
- Visual Yellow pages and street photos
- Leader of innovative services
 - Search history
 - split view
- Good for obscure topics (because it searches books)



A9.com Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

See the new [maps.a9.com](#). [Jobs](#) | [Preferences](#) | [Help](#) | [Toolbar](#) | [Sign Out](#)

Hello Taly Sharon. [Click here](#) if this is not you.

A9 Search:

[Advanced Web Search](#)

<input checked="" type="checkbox"/> Web	<input type="checkbox"/> Books	<input checked="" type="checkbox"/> Images	<input type="checkbox"/> Yellow Pages
<input type="checkbox"/> Reference	<input type="checkbox"/> Movies	<input type="checkbox"/> Blog Search	<input type="checkbox"/> Wikipedia
<input type="checkbox"/> Your History	<input type="checkbox"/> Your Diary	<input type="checkbox"/> Your Bookmarks	<input type="checkbox"/> More Choices...

 **Hurricane Relief**
Donate Now to the American Red Cross for Hurricane 2005 Relief

Check out the [A9 Toolbar](#) for Firefox and Internet Explorer. Search, bookmark, and browse.

▼ [Hide tools](#) | [About Tools](#) | [Your History](#) | [Your Bookmarks](#) | [Your Diary](#) | [Discover](#)

More Choices...
Creative Commons
PubMed
NASA
Indeed Jobs
43 Things
NYTimes.com
Top Blogs
Flickr
Feedster
WhitePages.com



A9 Split View

http://a9.com - A9.com Search: phonetic search example - Microsoft Internet Explorer

Search: [Home](#) [Prefs](#) [Toolbar](#) [Sign Out](#)

Advanced Web Search

Hello Taly Sharon. [Click here](#) if this is not you.

Hide Column Choices

<input checked="" type="checkbox"/> Web	<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Images	<input type="checkbox"/> Yellow Pages
<input type="checkbox"/> Reference	<input type="checkbox"/> Movies	<input type="checkbox"/> Blog Search	<input type="checkbox"/> Wikipedia
<input type="checkbox"/> Your History	<input type="checkbox"/> Your Diary	<input type="checkbox"/> Your Bookmarks	
<input type="checkbox"/> More Choices...			

Web Results [\[full\]](#) [\[close\]](#)

Showing 1 - 10 of about 68,900

Sound-alike Search API
Free **Phonetic Search** API to find similar sounding & sorted matches
phoneticeye.tachyontech.net

NamiX - Fuzzy Name Search
Multi-cultural **phonetic** & fuzzy name **search**, matching technology
www.arizcon.com

Phonetic Dictionary: WriteExpress Phonetic Finder
Search the dictionary by creating **phonetic** patterns. ... The **example** below shows a **search** requesting, "Find words like piper where the first

Book Results [\[full\]](#) [\[close\]](#)

Showing 1 - 10 of about 14,646

The Search for Modern China
by Jonathan D. Spence (October, 2001)
page 132 : "... Asiatic States, although they themselves border on the sea-as for **example**, China, For them the sea is only the limit, the ..."
See more [references to phonetic search example](#) in this book.

The Academic Job Search Handbook (3rd Edition)
by Mary Morris Heiberger and Julia Miller Vick (15 July, 2001)
page 61 : "... have tried to alter them as little as possible. The **examples** are arranged by field-

Image Results [\[full\]](#) [\[close\]](#)

Showing 1 - 4 of about 4



A9 Split View – cont.

http://a9.com - A9.com Search: invisible web - Microsoft Internet Explorer

Search: [Home](#) [Prefs](#) [Toolbar](#) [Sign Out](#)

Advanced Web Search

Hello Taly Sharon. [Click here](#) if this is not you.

Hide Column Choices

- Web
- Books
- Images
- Yellow Pages
- Reference
- Movies
- Blog Search
- Wikipedia
- Your History
- Your Diary
- Your Bookmarks
- More Choices...

Web Results [\[full\]](#) [\[close\]](#)

Showing 1 - 10 of about 249

Search Engines
Powerful internet searching tools
Information and services
www.globalinfoexchange.com

Invisible-web.net - Searchable databases and specialized search ...
Chris Sherman's writings on the **Invisible Web** and **Web** search engine consulting services.
[New] <http://www.invisible-web.net/> - 11k Cached [Site Info](#)

<http://www.profusion.com/>
[New] <http://www.profusion.com/> [Site Info](#)

Invisible Web: What it is, Why it exists, How to find it, and Its ...

Image Results [\[full\]](#) [\[close\]](#)

Showing 1 - 20 of about 3,320

The Invisible Web

- Out of date
- Unlinked pages
- Excluded pages
- Databases



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searchenginewatch.com/reports/article.php/2156451



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- Google search by number
www.google.com/intl/en/help/features.html#number
- Google Labs labs.google.com
- Yahoo! Next next.yahoo.com
- AJAX (wikipedia) en.wikipedia.org/wiki/AJAX

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www.batesinfo.com/tip.html#May2005
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- A9.com (wikipedia)
en.wikipedia.org/wiki/A9.com

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http://www.dcs.bbk.ac.uk/~mark/search_engine_book.html